Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for providing specific subject-related advertisement on a ~~digital disc~~ storage medium, which advertisement is related to specific, image, non-advertisement content on the ~~digital disc~~ storage medium, the method comprising the steps of:

(a) extracting and analyzing information from the image, non-advertisement content;

(b) categorizing the extracted information to one or more categories;

(c) correlating the one or more categories to one or more of a plurality of advertisements; and

(d) placing the correlated advertisement on the ~~disc~~ storage medium which advertisement is subsequently viewed by a user.

2. (Previously Presented) The method as in claim 1, wherein step (a) includes extracting either individually or in combination metadata, text, facial recognition, event, date, time or place.

3. (Previously Presented) The method as in claim 1, wherein step (c) includes:

(c1) correlating the extracted information to individually or any combination of products, services, employment, or membership opportunities.

4. (Cancelled)

5. (Previously Presented) The method as in claim 1, wherein step (a) includes extracting information related to use of an electronic device.